Numb. 206

The TATLER.

By *Iſaac Bickerſtaff* Eſq;

Metiri ſe quemque ſuo Modulo ac Pede verum eſt. Hor.

From *Tueſday Auguſt* 1. to *Thurſday Auguſt* 3. 1710.

From my own Apartment, Auguſt 2.

THE general Purpoſes of Men in the Conduct of their Lives, (I mean with Relation to this Life only) end in gaining either the Affection or the Eſteem of thoſe with whom they converſe. Eſteem makes a Man powerful in Buſineſs, and Affection deſirable in Converſation, which is certainly the Reaſon that very agreeable Men fail of their Point in the World; and thoſe who are by no Means ſuch, arrive at it with much Eaſe. If it be viſible in a Man's Carriage that he has a ſtrong Paſſion to pleaſe, no one is much at a Loſs how to keep Meaſures with him, becauſe there is always a Ballance in People's Hands to make up with him, by giving him what he ſtill wants in Exchange for what you think fit to deny him. Such a Perſon asks with Diffidence, and ever leaves Room for Denial by that Softneſs of his Complexion. At the ſame Time he himſelf is capable of denying nothing, even what he is not able to perform. The other Sort of Man who courts Eſteem, having a quite different View, has as different a Behaviour, and acts as much by the Dictates of his Reaſon, as the other does by the Impulſe of his Inclination. You muſt pay for every Thing you have of him. He conſiders Mankind as a People in Commerce, and never gives out of himſelf what he is ſure will not come in with Intereſt from another. All his Words and Actions tend to the Advancement of his Reputation and of his Fortune, toward which he makes Hourly Progreſs, becauſe he laviſhes no Part of his Good-Will upon ſuch as do not make ſome Advances to merit it. The Man who values Affection, ſometimes becomes popular. He who aims at Eſteem, ſeldom fails of growing rich.

Thus far we have looked at theſe different Men, as Perſons who endeavour to be valued and beloved, from Deſign or Ambition; but they appear in quite another Figure, when you obſerve the Men who are agreeable and venerable, from the Force of their natural Inclinations. We affect the Company of him who has leaſt Regard of himſelf in his Carriage, who throws himſelf into unguarded Gaiety, voluntary Mirth, and general Good-Humour; who has nothing in his Head but the preſent Hour, and ſeems to have all his Intereſts and Paſſions gratified, if every Man elſe in the Room is as unconcerned as himſelf. This Man uſually has no Quality or Character among his Companions. Let him be born of whom he will, have what great Qualities he pleaſe, let him be capable of aſſuming for a Moment what Figure he pleaſes, he ſtill dwells in the Imagination of all who know him but *as Jack ſuch a One.* This makes *Jack* brighten up the Room wherever he enters, and change the Severity of the Company into that Gaiety and Good-Humour into which his Converſation generally leads them. It is not unpleaſant to obſerve even this Sort of Creature go out of his Character, to check himſelf ſometimes for his Familiarities, and pretend ſo awkwardly at procuring to himſelf more Eſteem than he finds he meets with. I was the other Day walking with *Jack Gainly* towards *Lincoln's-Inn-Walks.* We met a Fellow who is a Lower Officer where *Jack* is in the Direction. *Jack* cries to him, So, How is it Mr.---- He anſwers, Mr. *Gainly*, I am glad to ſee you well. This Expreſſion of Equality gave my Friend a Pang, which appeared in a Fluſh of his Countenance. Prithee *Jack*, ſays I, do not be angry at the Man, for do what you will, the Man can only love you: Be contented with the Image the Man has of thee, for if thou aimeſt at any other, it muſt be Hatred or Contempt. I went on, and told him, Look'ee *Jack*, I have heard thee ſometimes talk like an Oracle for half an Hour, with the Sentiments of a *Roman*, the Cloſeneſs of a School-Man, and the Integrity of a Divine. But then *Jack*, while I admired thee, it was upon Topicks which did not concern thy ſelf, and where the Greatneſs of the Subject (added to thy being perſonally unconcerned in it) created all that was great in thy Diſcourſe. I did not mind his being a little out of Humour, but comforted him, by giving him ſeveral Inſtances of Men of our Acquaintance who had no one Quality in any Eminence, that were much more eſteemed than he was with very many. But the Thing is, if your Character is to give Pleaſure, Men will conſider you only in that Light, and not in thoſe Acts which turn to Eſteem and Veneration.

When I think of *Jack Gainly*, I cannot but reflect alſo upon his Siſter *Gatty*. She is Young, Witty, Pleaſant, Innocent. This is her Natural Character. But when ſhe obſerves any one admired for what they call a Fine Woman, ſhe is all the next Day Womanly, Prudent, Obſerving, and Virtuous.

Virtuous. She is every Moment asked in her Prudential Behaviour, Whether she is not well? Upon which she as often answers in a Fret, Do People think one must be always romping, always a Jack-pudding. I never fail to enquire of her, If my Lady such a One, that awful Beauty, was not at the Play last Night? She knows the Connexion between that Question and her Change of Humour, and says, "It would be very well if some People 'would examine into themselves, as much as they 'do into others." Or, "Sure there is nothing in 'the World so ridiculous as an amorous old Man.

As I was saying, there is a Class which every Man is in by his Post in Nature, from which it is impossible for him to withdraw to another, and become it. Therefore it is necessary, that each should be contented with it, and not endeavour at any Progress out of that Tract. To follow Nature is the only agreeable Course, which is what I would fain inculcate to those jarring Companions *Flavia* and *Lucia*. They are Mother and Daughter. *Flavia*, who is the Mumma, has all the Charms and Desires of Youth still about her, and not much turned of Thirty: *Lucia* is blooming and amorous, and but a little above Fifteen. The Mother looks very much younger than she is, the Girl very much elder. If it were possible to fix the Girl to her Sick-Bed, and preserve the Portion, (the Use of which the Mother partakes) the good Widow *Flavia* would certainly do it. But for fear of *Lucia*'s Escape, the Mother is forced to be constantly attended with a Rival, that explains her Age, and draws off the Eyes of her Admirers. The Jest is, they can never be together in Strangers Company, but *Lucy* is eternally reprimanded for something very particular in her Behaviour; for which she has the Malice to say, She hopes she shall always obey her Parents. She carried her Passion and Jealousy to that Height the other Day, that coming suddenly into the Room, and surprising Colonel *Lofty* speaking Rapture on one Knee to her Mother, she clapped down by him, and asked her Blessing.

I do not know whether it is so proper to tell Family-Occurrences of this Nature; but we every Day see the same Thing happen in the publick Conversation in the World. Men cannot be contented with what is laudable, but they must have all that is laudable. This Affectation is what destroys the familiar Man into Pretences to take State upon him, and the contrary Character to the Folly of aiming at being winning and complaisant. But in these Cases, Men may easily lay aside what they are, but can never arrive at what they are not.

As to the Pursuits after Affection and Esteem, the Fair Sex are happy in this Particular, that with them the one is much more nearly related to the other than in Men. The Love of a Woman is inseparable from some Esteem of her; and as she is naturally the Object of Affection, the Woman who has your Esteem has also some Degree of your Love. A Man that doats on a Woman for her Beauty, will whisper his Friend, *That Creature has a great deal of Wit when you are well acquainted with her.* And if you examine the Bottom of your Esteem for a Woman, you will find you have a greater Opinion of her Beauty than any body else. As to us Men, I design to pass most of my Time with the facetious *Harry Bickerstaff*; but *William Bickerstaff*, the most prudent Man of our Family, shall be my Executor.

ADVERTISEMENT.

The Subscribers to the Volumes in Octavo are desired to send to Charles Lillie, *or* John Morphew, *any Names which have been omitted, or improperly inserted, the Second Volume being almost ready for Publication.*

Advertisements.

SIR William Read, Her Majesty's Oculist, is now at his House in Durham-yard in the Strand, London, having several Persons of Quality and others to attend in Distempers relating to the Eyes; and has lately performed several remarkable Cures upon many that were blind from their Birth of Cataracts, and multitudes whose Sights were much despaired of, some by violent sharp Humours from the Small-Pox, and such like Accidents, that often produce great Inflammations, Albugoes, Unguloes, or Fistula Lachrymalis, which he or his Lady speedily cures. Her Majesty's Seamen and Soldiers he continues to cure Gratis. Note, Sir William takes off all Sorts of Warts, and cures Wry-Necks and Hair-Lips without Blemish, tho' never so deformed; and allows no body to practise in his Name but his Lady, who is constantly at his House.

*** Now published, Bibliotheca Anatomica, Medica, Chirurgica, &c. in which every Part of Man's Body is described by one or more eminent Physician or Chirurgeon, with their Diseases and Cures, and about 100 large Copper Cuts; done by the best Artists, and from the truest Designs. Printed by John Nutt in the Savoy, and sold by J. Morphew near Stationers-Hall. Publish'd Monthly. Nine are already out, and the Tenth (for August) will be published in few Days. Price 1 s. each. Note, Atlas Geographus to perfect all Europe (except Great Britain and Ireland) will be finished in about Two Months. Compleat Sets may be had to this Time; and all Subscribers are desired to send in their Names, that they may be printed before the First Vol.

*** Selectarum de Lingua Latina Observationum Libri duo. Prior inscribitur Latine loquendi Norma; Posterior, barbare, vitioseve loquendi Consuetudinem investigat, patefacit, emendat. Ductu & Cura Joannis Ker. To be sold by J. Robinson in St. Paul's Church-yard, J. Lawrence in the Poultry, A. Bell. in Cornhill, C. Bateman in Pater-noster row.

FOR Sale by the Candle, this Day, being the 3d Instant, at Lloyd's Coffee-house in Lombard-street, at 6 in the Afternoon, (one Cask in a Lot) 51 Casks of new excellent pale Wine, of a fine and true Flavour, of Neufchattel joining to Burgundy; and 1 Cask of very good Brandy, above Proof, imported from Neufchattel aforesaid; and the said Cargo was not landed till the 12th past: And 6 Pipes of new extraordinary good White Lisbon, just landed. All the aforesaid Wines and Brandy are neat and entire Parcels, now in a Vault and Cellar under the House of Mr. John Harwood, Merchant, in Miles-lane, between Thames-street and Cannon-street. To be seen and tasted till the Hour of Sale. To be sold by T. Tomkins, Broker, in Seething-lane in Tower-street.

FOR Sale by the Candle, to Morrow the 4th Instant, at Lloyd's Coffee-house in Lombard-street, at 6 in the Afternoon precisely, (only 1 Pipe in a Lot) 53 Pipes of new excellent White, and one Hhd. of new Red Oporto Wine, neat, an entire Parcel, landed last Saturday, in a Vault over-against Star-alley, and the King's-Head Tavern, near Mark-lane in Fenchurch-street; 30 Buts of new Bene-Carlos Barcelona Wine, deep, bright and strong, neat, an entire Parcel, just landed, in a Warehouse in the dark Gateway of Galley-Key, between the Custom-House and Tower-Dock. To be tasted this Day from 7 to 1, and from 2 to 7, and to Morrow till the Time of Sale. Catalogues to be had at the Place of Sale, &c. To be sold by Tho. Tomkins, Broker, in Seething-lane in Tower-street.

IN Arlington-street, next Door to the Marquis of Dorchester, is a large House to be lett, with a Garden, and Door into the Park. Enquire at the House.

MRs. Petty's Sale of Goods, at Mr. Bevan's, Undertaker, in Bloomsbury Market, will be drawn on the 8th Instant. There are a few Tickets still to be disposed of at the Place above-mentioned, and at her Lodgings at Mr. Richardson's, Poulterer, at the White Lion near Temple-Bar, and at Mr. Rob. Ball's, Linendraper, at the Black Lion in Drury-Lane.

THIS is to give Notice, That Mrs. Smith's Sale of Plate and Goods that is in Red-Lion-street, next Door but one to the Nag's-Head, Holborn, is to be drawn on Monday come Sevenight without fail, at the Blue Boar in Holborn. Tickets may be had at the Place aforesaid, at 1 s. each; at the Talbot-Inn in Whitechapel, and at the Globe in Hungerford-Market. The first and last Tickets, if Blanks, shall have a large Silver Spoon each.

A Child of mine, reduced under extream Sufferings and Danger, by the violent Breeding of his Teeth, received immediate Help, by rubbing his Gums with a Remedy I had of Mr. Perronet, Surgeon, in Dyot-street, Bloomsbury; whereupon he cut several Teeth with abundance of Ease and Satery. Witness my Hand, Abraham Pope, in White-Lion Court, Fleetstreet, Goldsmith. This excellent Remedy is sold at 2 s. 6 d. per Viol, by the Author, Mr. Perronet aforesaid, Mr. Alcraft at the Blue-Coat-Boy against the Royal Exchange, Cornhil; Mr. Watking, Tobacconist, against the Marker in King-street, Westminster.

*** The famous Chymical Quintessence of Bohee-Tea and Chocolate together, the first of that kind ever made; in which are essentially inherent the true Vertues of both Tea and Nut, insomuch that a few Drops of it gives more Nourishment than 20 Dishes of either, and is therefore the highest Restorative in Decays of Nature, Consumptive Habits, inward Weakness, Wastings and Coughs, Asthma's, Poorness of Blood, &c. invigorating and strengthening Nature beyond all Food or Physick. Sold for 5 s. the Bottle, at Mr. Lawrence's Toyshop, at the Griffin, the Corner of Bucklersbury, Poultry.